EAST Search History

| Ref# | Hits | Search Query | DBs | Default Operator | Plurals | Time Stamp |
|------|------|--|------------------------|---------------------|---------|---------------------|
| S1 | 6 | (audience near3 currently) and 725/34- 36.ccls. | US- PGPUB; USPAT | OR | OFF | 2008/03/03 18:14 |
| S2 | 8 | (audience near3 currently) and 725/?. ccls. | US- PGPUB; USPAT | OR | OFF | 2008/03/03 18:17 |
| S3 | 43 | (currently near3 viewing) and 725/?. ccls. | US- PGPUB; USPAT | OR | OFF | 2008/03/03 18:19 |
| S4 | 1 | ((audience near3 currently) with viewing) and 725/?. ccls. | US- PGPUB; USPAT | OR | OFF | 2008/03/03 18:25 |
| S5 | 1 | "20020178447" | US- PGPUB; USPAT | OR | OFF | 2008/03/03 18:28 |
| S6 | 1 | "6615039".pn. | US- PGPUB; USPAT | OR | OFF | 2008/03/03 18:46 |
| S7 | 7 | ((ad advertisement) near3 indicator)and 725/36.ccls. | US- PGPUB; USPAT | OR | OFF | 2008/03/03 18:48 |
| S8 | 1 | "6615039".pn. | US- PGPUB; USPAT | OR | OFF | 2008/03/04 08:21 |
| S9 | 0 | "49301203".pn. | US- PGPUB; USPAT | OR | OFF | 2008/10/09 14:32 |
| S10 | 1 | "4930120".pn. | US- PGPUB; USPAT | OR | OFF | 2008/10/09 14:32 |
| S11 | 17 | (head hub) near3 targeted same (ads advert\$5 commercial \$1) | US- PGPUB; USPAT | OR | ON | 2008/10/09 17:10 |
| S12 | 3 | list near3 targeted near3 (stt stb ird dhct) | US- PGPUB; USPAT | OR | ON | 2008/10/09 18:32 |
| S13 | 1 | list near3 targeted near3 (stt stb ird dhct) same generate\$3 | US- PGPUB; USPAT | OR | ON | 2008/10/09 18:34 |

| S14 | 2 | ID near3 targeted near3 (stt stb ird dhct) | US- PGPUB; USPAT | OR | ON | 2008/10/09 18:36 |
|-----|-----|---|------------------------|----|-----|---------------------|
| S15 | 0 | identify\$3 near3 set near3 subset same (Stt STB Dhct ird) | US- PGPUB; USPAT | OR | ON | 2008/10/09 19:25 |
| S16 | 0 | identify\$3 near3 set near3 "subset" same (Stt STB Dhct ird) | US- PGPUB; USPAT | OR | ON | 2008/10/09 19:26 |
| S17 | 1 | identify\$3 near3 group near3 set same (Stt STB Dhct ird) | US- PGPUB; USPAT | OR | ON | 2008/10/09 19:26 |
| S18 | 0 | cureently near3 watching same (STT STB DHCT IRD) | US- PGPUB; USPAT | OR | ON | 2008/10/09 19:30 |
| S19 | 138 | currently near3 view\$3 same (STT STB DHCT IRD) | US- PGPUB; USPAT | OR | ON | 2008/10/09 19:31 |
| S20 | 837 | identify\$3 near3 terminal\$1 same current\$3 | US- PGPUB; USPAT | OR | ON | 2008/10/09 19:36 |
| S21 | 0 | identify\$3 near3 terminal\$1 same current\$3 same 725/32.cds. | US- PGPUB; USPAT | OR | ON | 2008/10/09 19:37 |
| S22 | 0 | identify\$3 near3 terminal\$1 same current\$3 same "725"/ \$.ccls. | US- PGPUB; USPAT | OR | ON | 2008/10/09 19:37 |
| S23 | 32 | identify\$3 near3 terminal\$1 same current\$3 and "725"/\$. ccls. | US- PGPUB; USPAT | OR | ON | 2008/10/09 19:37 |
| S24 | 7 | (audience near3 currently) and 725/34- 36.ccls. | US- PGPUB; USPAT | OR | OFF | 2008/10/09 22:26 |
| S25 | 0 | (audience near3 currently) and Eldering. in. | US- PGPUB; USPAT | OR | OFF | 2008/10/09 22:29 |
| S26 | 139 | ⊟dering.in. | US- PGPUB; USPAT | OR | OFF | 2008/10/09 22:30 |
| S27 | 0 | Edering.in. and current same targetting | US- PGPUB; USPAT | OR | OFF | 2008/10/09 22:30 |

| S28 | 8 | Edering.in. and current same targeting | US- PGPUB; USPAT | OR | OFF | 2008/10/09 22:30 |
|-----|------|---|------------------------|----|-----|---------------------|
| S29 | 5843 | current same targeting | US- PGPUB; USPAT | OR | OFF | 2008/10/09 22:33 |
| S30 | 616 | current same targeting and adverti\$5 | US- PGPUB; USPAT | OR | OFF | 2008/10/09 22:33 |
| S31 | 0 | realtime near3 adv\$5 same profiling | US- PGPUB; USPAT | OR | OFF | 2008/10/09 22:36 |
| S32 | 2 | real near3 time near3 adv\$5 same profiling | US- PGPUB; USPAT | OR | OFF | 2008/10/09 22:36 |
| S33 | 10 | (target\$4 near3 current) same (viewer \$1 watcher subscriber \$1) same (ads advert adv\$5) | US- PGPUB; USPAT | OR | OFF | 2008/10/09 22:38 |
| S34 | 40 | (target\$5 near3 advert \$5) same (current) near3 (program video event show news broadcast) | US- PGPUB; USPAT | OR | ON | 2008/10/09 22:43 |
| S35 | 736 | 725/34.ccls. | US- PGPUB; USPAT | OR | ON | 2008/10/13 13:57 |
| S36 | 53 | 725/34.cds. and identify\$3 same determine\$3 same generat\$5 | US- PGPUB; USPAT | OR | ON | 2008/10/13 13:58 |
| S37 | 0 | (targeted near3 (ads advert\$5)) same (node \$1 near3 current) | US- PGPUB; USPAT | OR | ON | 2008/10/17 09:24 |
| S38 | 18 | (targeted near3 (ads advert\$5)) same (node \$1 near3 group) | US- PGPUB; USPAT | OR | ON | 2008/10/17 09:25 |
| S39 | 240 | 725/10-12.ccls. | US- PGPUB; USPAT | OR | ON | 2008/10/26 21:15 |
| S40 | 17 | 725/10-12.ccls. and currently near3 view\$3 same program | US- PGPUB; USPAT | OR | ON | 2008/10/26 21:15 |

| S41 | 1 | "20020178447".pn. | US- PGPUB; USPAT | OR | ON | 2008/10/26 21:30 |
|-----|-----|--|------------------------|----|-----|---------------------|
| S42 | 0 | 725/10-12.ccls. and generat\$5 near3 list same currently same program | US- PGPUB; USPAT | OR | ON | 2008/10/27 03:28 |
| S43 | 0 | 725/10-12.ccls. and generat\$5 near3 list same currently | US- PGPUB; USPAT | OR | ON | 2008/10/27 03:28 |
| S44 | 1 | 725/10-12.ccls. and (generat\$3 create\$3 make\$3) near3 list same currently | US- PGPUB; USPAT | OR | ON | 2008/10/27 03:29 |
| S45 | O | 725/10-12.ccls. and (generat\$3 create\$3 make\$3) near3 list same current near3 viewer | US- PGPUB; USPAT | OR | ON | 2008/10/27 03:31 |
| S46 | 5 | "725"/\$.ccis. and (generat\$3 create\$3 make\$3) near3 list same current near3 viewer | US- PGPUB; USPAT | OR | ON | 2008/10/27 03:31 |
| S47 | 8 | (generat\$3 create\$3 make\$3) near3 list same current near3 viewer | US- PGPUB; USPAT | OR | ON | 2008/10/27 03:34 |
| S48 | 121 | list same current near3 viewer | US- PGPUB; USPAT | OR | ON | 2008/10/27 03:35 |
| S49 | 64 | "725"/\$.ccls. and list same current near3 viewer | US- PGPUB; USPAT | OR | ON | 2008/10/27 03:35 |
| S50 | 1 | "6718551".pn. | US- PGPUB; USPAT | OR | ON | 2008/10/27 05:18 |
| S51 | 1 | "6463585".pn. | US- PGPUB; USPAT | OR | ON | 2008/10/27 06:42 |
| S52 | 1 | (splice avail) near3 (indicator detector) and 725/34-36.ccls. | US- PGPUB; USPAT | OR | OFF | 2008/10/28 06:10 |
| S53 | 1 | "5758257".pn. | US- PGPUB; USPAT | OR | ON | 2008/10/28 11:11 |

| S54 | 1 | "20020144263".pn. | US- | OR | ON | 2008/10/28 |
|-----|---|-------------------|--------|----|----|------------|
| | | | PGPUB; | | | 11:25 |
| | | | USPAT | | | |

10/28/2008 6:57:48 PM

C:\Documents and Settings\abantamoi\My Documents\EAST\Workspaces \TargetedAdvertisementUpdate_10639070.wsp